

## Course Overview

This course is designed for all students in Grades 10-12 with little or no experience in business. It is recommended for students who have indicated interest in Business and Marketing careers. The mission of this course is to examine the increasing importance to business of learning about other countries and cultures.

## Scope and Sequence

Timeframe	Unit	Instructional Topics
2 Week(s)	Role & Impact of International Business Related to Careers and Doing Business.	1. Role & Impact of International Business Related to Careers and Doing Business.
2 Week(s)	Identify necessary practices, requirements, and documents for planning a trip out of the United States.	1. Identify necessary practices, requirements, and documents for planning a trip out of the United States.
2 Week(s)	Identify communications strategies appropriate for effective business relations.	1. Identify communications strategies appropriate for effective business relations.
2 Week(s)	Compare cultural similarities and differences of global nations.	1. Compare cultural similarities and differences of global nations.
2 Week(s)	Summarize international relationships.	1. Summarize international relationships.
2 Week(s)	Compare business philosophies of global nations.	1. Compare business philosophies of global nations.
2 Week(s)	Examine marketing strategies related to the international business environment.	1. Examine marketing strategies related to the international business environment.

## Materials and Resources

Les Dlabay, James Calvert. *Business In a Global Economy*.

## Course Details

**UNIT: Role & Impact of International Business Related to Careers and Doing Business.** -- 2 Week(s)

**TOPIC: Role & Impact of International Business Related to Careers and Doing Business.** -- 2 Week(s)

### Learning Targets

Students will define terminology related to international business careers.

Students will describe current trends in the global marketplace.

Students will describe the global distribution of natural resources.

Students will describe the impact of international trade at local, state, national, and international levels.

Students will discuss skills and qualifications of international-related business careers.

Students will outline the history of international trade and strategic trade alliances.

**UNIT: Identify necessary practices, requirements, and documents for planning a trip out of the United States.** -- 2 Week(s)

**TOPIC: Identify necessary practices, requirements, and documents for planning a trip out of the United States.** -- 2

Week(s)

**Learning Targets**

Students will compute money exchange rates.

Students will define terminology related to international travel.

Students will describe the roles of customs agencies and foreign embassies.

Students will describe travel documents and procedures required for travel between countries.

Students will explain how to make international phone calls.

Students will identify international time zones.

Students will identify methods of transportation commonly used in various countries.

Students will list resources in international travel and business.

Students will locate countries on a world map.

**UNIT: Identify communications strategies appropriate for effective business relations.** -- 2 Week(s)

**TOPIC: Identify communications strategies appropriate for effective business relations.** -- 2 Week(s)

**Learning Targets**

Students will compare communication styles (tone, style, format, decision making, titles, rank, negotiations, implied messages.)

Students will define terminology related to international communications.

Students will describe the roles of translators and interpreters.

Students will discuss differences and similarities of nonverbal communication (gestures, space, touch, eye contact, colors, time, silence).

Students will discuss differences and similarities of verbal communication (greetings, telephone, jargon, slang).

Students will discuss differences and similarities of written communication (literacy, e-mail, mail, documents, business cards).

**UNIT: Compare cultural similarities and differences of global nations.** -- 2 Week(s)

**TOPIC: Compare cultural similarities and differences of global nations.** -- 2 Week(s)

**Learning Targets**

Students will define terminology related to culture.

Students will describe ethnocentrism.

Students will describe family structure and gender roles.

Students will describe folklore and cultural customs.

Students will discuss social customs (protocol, taboos).

Students will explain individual rights and responsibilities.

**UNIT: Summarize international relationships.** -- 2 Week(s)

**TOPIC: Summarize international relationships.** -- 2 Week(s)

**Learning Targets**

Students will define terminology related to international economics.

Students will describe global economic interdependence and competition (local, state, and national roles).

Students will describe national and international trade policies.

Students will describe the current international money system.

Students will describe the impact of supply and demand, competition, incentives and profits.

Students will describe the various types of economies.

Students will explain basic characteristics of international trade (absolute and comparative advantage, barriers of trade, balance of trade).

**UNIT: Compare business philosophies of global nations.** -- 2 Week(s)

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**TOPIC: Compare business philosophies of global nations.** -- 2 Week(s)

**Learning Targets**

Students will classify forms of business ownership and management styles.

Students will compare various forms of investment, credit, payments and insurance.

Students will compare work attitudes, work environment and employment trends.

Students will define terminology related to international business.

Students will discuss international entrepreneurial opportunities.

Students will indicate appropriate business protocol and ethics.

Students will study the influence of government and politics (licensing, document, regulation, taxation, financial reporting).

**UNIT: Examine marketing strategies related to the international business environment.** -- 2 Week(s)

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**TOPIC: Examine marketing strategies related to the international business environment.** -- 2 Week(s)

**Learning Targets**

Students will define terminology related to marketing.

Students will describe consumer buying behaviors.

Students will describe pricing strategies.

Students will indicate how to determine market potential for a good or service.

Students will indicate how to promote a product or service.

Students will outline the life cycle of a product.